



**SOUTH PORTLAND
BUSINESS ASSOCIATION**

south waterfront · corbett
lair hill · john's landing

March 5, 2018

Mayor Ted Wheeler
1221 SW 4th Ave, Room 340
Portland, OR 97204

RE: Proposed re-designation of residential and business addresses in
Portland South Waterfront, Lair Hill, and John's Landing

Dear Mayor Wheeler:

The South Portland Business Association represents businesses throughout John's Landing, the South Waterfront, and Lair Hill areas. After interviewing many of our Members, as well as residents of the above areas, our Board of Directors unanimously has voted to strongly oppose the proposal by the City of Portland and Multnomah County to change the addresses of our constituent residents and businesses. This change would cost businesses and residents more than \$1,000,000.00 in changed signage alone. It would cost considerably more than that in labor to provide notices of address changes to customers, employees, business associates, financial institutions, landlords, tenants, government and taxing authorities, and others throughout the United States and the world. The change also would make vehicle GPS navigation systems in millions of existing vehicles inaccurate. This would have an enormous effect on our businesses and residents.

The problem at hand appears to be an outdated software issue for 911 Dispatch and the Fire Department. We would like to recommend that the City and County simply keep the addresses as they are, and update the software. We

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have sampled numerous addresses within our business district using Google. We found that the addresses always located the correct property. Therefore, the problem is with the City of Portland and Multnomah County, and not the addresses.

This proposal has a considerably larger impact than the impact faced in the past when streets have been renamed. The City and County will be impacting many thousands of people for years and cost millions of dollars. Please do not take this step.

Sincerely,



Brian Tanz, President

cc Andrew Aebi, South Portland Addressing Project Manager
Portland Bureau of Transportation
1120 SW Fifth Ave, Suite 800
Portland, OR 97204

Don Russ, Deputy Chief
Portland Fire & Rescue
55 SW Ash Street
Portland, OR 97204

Deborah Kafoury, Multnomah County Chair
501 SE Hawthorne Blvd., Suite 600
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